



COUNTY IN THE
COMMUNITY

Impact Report 2016-2019

**Providing Opportunities
Enhancing Lives**

Foreword



The County In The Community Charitable Trust (CITC) was established in 2015 and since that time has grown significantly in size, meeting the CITC objective of using the power of sport, education, training and inclusion to engage with all sections of the community living across South East Wales.

Through our delivery programmes, we aim change lives, inspire sport/physical activity participation, improve health/ wellbeing and build greater community cohesion. CITC works closely with Newport County AFC giving the local communities the opportunity to engage with their local professional football club. The variation of programmes offered ensures that there is an activity suitable for all age ranges and accessible to people from all walks of life, abilities and backgrounds, delivered by a dynamic team of sport development officers. Since establishment, CITC has devised and delivered highly successful projects such as Premier League Primary Stars, Girls and College programmes, Soccer Tots, Walking Football and Mental Health initiatives, engaging with a large number of people on a weekly basis.

The development and growth of CITC in future years depends on the organisation being financially viable as much as it depends on the expertise and tireless work of the sports development team and Trust members.

Please take a few minutes to read through this report and if you are interested in helping to make a difference to local communities through the power of engagement, please do not hesitate to contact us.

Norman Parselle
Chief Executive Officer

Haydn Ames
Chair of Trustees



**COUNTY IN THE
COMMUNITY**

Providing Opportunities : Enhancing Lives

Our Vision

To change lives and help people achieve their goals by achieving high quality programmes and building greater community cohesion.

Our Mission

Through the power of sport, is to provide sporting, educational and physical activity programmes that enrich the lives of people living across South East Wales, regardless of age, ethnic origin, economic status or ability.

Our Values

Teamwork

We work as a team and embrace partnership engagement

Integrity

We approach our work with honesty and reflect on our behaviour and practice

People and Communities

We care about people, the communities they live in, volunteers, staff and participants to give them the best experience with CITC

Ownership

We take responsibility and are accountable for our actions

Passion & Empathy

We care about the work we deliver and listen to our beneficiaries

Celebration

We celebrate our success

Diversity

We champion and celebrate diversity

Quality

We strive to deliver quality provision and service to our beneficiaries

Our Strategic Aims

Our vision, mission and values reflect the objectives and goals set out in the CITC Strategic Plan 2018-2022 and dovetail into the overall objective of achieving sustainability whilst investigating growth of the organisation through sound management of governance, finance, business development and programmes and managing the day to day activities of the organisation to the highest possible standards whilst recognising the need to secure wider sources of funding through donations, fundraising and trading income.

Programme Overview



1 Premier League Primary Stars

Aims to work in targeted areas of deprivation in Newport & Gwent to prepare primary school leavers in readiness for the PE provision they will encounter in secondary school.

2 Premier League Kicks

Aims to engage young people in positive, free community sport and in doing so help to raise their potential, develop skills, create opportunities and divert them away from anti-social behaviours.

3 Premier League Girls Programme

Aims to increase the participation in football of girls aged 11-13 and increase the opportunities for girls aged 14-18 to play regular football.

4 We Wear the Same Shirt – Mental Health Programme

Aims to increase the provision of pressure-free coaching and participation in football for adults with mental health conditions.

5 The Joy of Moving

Programme designed to help children develop their physical, cognitive and social skills in a fun and educational way.

6 CITC College Programme

Offers individuals the opportunity to study a BTEC Diploma in Sport. Additionally, learners can represent CITC in the Community & Education Football Alliance and the English Football League Trust Futsal League.

Impact by Numbers

5600+

Over 5600 **6-19 year olds** in the Newport and wider Gwent area have participated in CITC programmes in the last 3 years

Over 2600 6-19 year old **GIRLS** in the Newport and wider Gwent area have participated in CITC programmes in the last 3 years

2600+

91

91 Primary School Teachers have engaged in CPD activities delivered by CITC in the last 3 years designed to improve their ability and confidence to deliver PE

83 Primary Schools have engaged in one or more of CITC's programmes in the last 3 years, allowing CITC to influence the activity behaviours of young people

83

100%

The CITC College Programme has enrolled **52 learners** in the last 3 years, with 100% of learners passing the qualification

The number of **Local Communities** that have been engaged by CITC programmes in the last 3 years, indicating our commitment to providing opportunities and enhancing lives across the Newport and Gwent area

6

1ST

CITC's College Programme was ranked **1st** out of 48 EFL Clubs for **Educational Results**, indicating CITC's impact on the quality of learning and individual development

The CITC "We Wear the Same Shirt" programme was ranked as the **FAW Grassroots Community Club of the Year 2019/2020**



Primary Stars

The CITC Premier League Primary Stars programme has been successful in developing Primary pupils' **attitude towards sport**, their **physical literacy**, and their **literacy** and **numeracy** skills. In addition, the programme has been successful in developing **Primary School teachers' confidence** in leading PE activities.

Key Outcomes

66 Primary Schools in the Newport and Gwent area have engaged with Programme

3338 children have participated in at least 1 Primary Stars session (45% female participation)

91 Primary School teachers have been engaged in CPD activities to improve confidence and competence in delivering PE and School Sport

124 Literacy sessions delivered, engaging 95 pupils



66 PSHE workshops delivered, engaging 178 pupils

14 Numeracy sessions delivered, engaging 6 pupils

Impact in Action

Primary Stars Case Study

Success Stories: Testimonials



“The football sessions Dan coached helped me to speak in front of the class and lead the football activities I knew. Also, it gave me the confidence to play more sport outside of school.”

Pupil (Alway Primary School)

“Through CITC’s PL Primary Stars programme, allowing Dan to spend a whole day in our school on a weekly basis really has had a huge impact on staff, pupils and their parents. Pupils see Dan as a member of staff, whilst also appreciating how he links sport to their Literacy and Numeracy work, not just PE. The amount of contact time that staff have had with Dan has also really benefited them and opened their eyes to the impact physical activity can have on our pupils’ wellbeing!”

Lisa Bowden (Headteacher, Ringland Primary School)

Premier League Kicks

The Premier League Kicks programme has seen **increases in the numbers of young people getting involved** in sport and physical activity, and as a result has **promoted other healthy pursuits**. Consequently, the Premier League Kicks programme has created **community cohesion** through its regular and consistent work in the communities.

Key Outcomes

CITC has drawn communities together with strong social bonds between coaches and young people

CITC has engaged the

British Transport Police to help with education relating to safety on the railways

Increased participation has been achieved with some young people joining their first competitive team

Young people engaging in educational accredited and non-accredited qualifications, with some progressing to college and/or university

CITC PL Kicks participants have contributed to stronger, safer and more inclusive communities



Impact in Action

Premier League Kicks Case Study



Max's Story

Max began attending PL Kicks in October 2016 and, having attended regularly for several months, was soon selected to represent the PL Kicks Project as CITC travelled to Aston Villa to play a 9-a-side match. Max thrived during the match, getting a goal and setting up another two. Experiences such as this helped to engage Max in continued participation in the programme and **develop a wider range of personal and professional behaviours.**

PL Kicks was a route back to regular football for Max, having been released from the NCAFC Academy one year previously. In addition, **PL Kicks supported Max's progression onto the CITC College Programme**, allowing him to train 3 days a week and compete in the EFL Trust Futsal League and the South West Counties 11-a-side league.

After successfully completing his two years on the College Programme, **Max enrolled onto a Foundation Degree** at the University of South Wales, indicating the extended benefits that the PL Kicks programme, run by CITC, can have.

PL Girls Programme

The PL Girls Programme has been successful in **engaging a large number of females** in football from the age of 11 onwards. It has also resulted in the **training and development of some of the participants as volunteer coaches**. In doing so, the Girls Programme has the potential to become **sustainable**, being lead by **inspirational female volunteers**.

Key Outcomes



1,123 participating females in the last 3 years

831 females “retained” and 340 “sustained” within the project

(retained = attended 5+ sessions;
sustained = attended 10+ sessions within a 4-month period)

857 females introduced to football who had never played before

Each participant was provided with an average of 145 hours of football per year

Playing programme: fixtures played against Swansea City’s Premier League Girls hub; and a festival held, which supported the Gwent Police Women’s football team

Many girls increased their confidence levels (both personally and in football) as a result of the sessions

Impact in Action

PL Girls Programme Case Study

Success Stories: Testimonials



“I love going to the PL Girls sessions. I love getting the chance to play football with other girls around my age and getting to learn new skills each week without being judged by others for being a girl who loves football. The sessions have helped with my confidence and my passion for football is stronger than ever.”

Eleanor Brazel (Participant)

“Volunteering with the PL Girls project over the past two years has been amazing. It has given me the opportunity to gain confidence and help me improve my coaching. I have recently passed my FAW C certificate and I have gained further qualifications. Female football is growing, being able to play a part in that really makes me proud. Due to the project I have secured a coaching job with CITC delivering our mental health programme and supporting our female delivery.”

Emily Edwards (PL Girls Volunteer)

We Wear the Same Shirt

CITC has been an active supporter of the Mental Health FA's "We Wear the Same Shirt" programme by providing a series of **opportunities** for people with **mental health issues** to participate in football. These opportunities have begun to help individuals to **address their levels of well-being and functioning** that could **improve** their wider mental health.

Key Outcomes



47 people (8 female) with mental health issues have participated in the programme

16 qualifications have been awarded to participants of the programme who have engaged in further CPD, including: FAWT C Certificate; Safeguarding; First Aid; and Mental Health First Aid

A CITC "We Wear the Same Shirt" participant, Emily Edwards, was awarded the Volunteer of the Year 2018 by the FAW (Newport City Council)

The CITC "We Wear the Same Shirt" programme was awarded the FAW Grassroots Community Club of the Year 2019/2020

Participants have contributed a significant number of volunteer hours to the CITC and NCAFC

Impact in Action

We Wear the Same Shirt Case Study

Success Stories: Testimonials

"When I first came to WWTSS, I was low in confidence and recovering from a 3-year spell in Hospital. I was the first ever person to come along and even beat Norman at the crossbar challenge. The WWTSS programme has changed my life and given me confidence, allowing me to coach my passion. I can't thank Norman enough for all his support and opportunities. My dream is to coach and thanks to WWTSS it is a dream come true."

Emily Edwards

"Anthony said he likes to meet friends and he likes the people who run the programme."

Anthony's mum (Sue) said, "If he didn't have you lot at the football then he wouldn't have anything to look forward to, he would not even get the chance to mix with people outside of our family ... it's really given him confidence."

Anthony Godden



"I love playing with my team mates they make me feel relaxed and comfortable, we all have a good laugh and the coaches are very funny."

Ethan Brussalis



Joy of Moving

By combining six weeks of practical sporting sessions with classroom sessions, the Joy of Moving programme has been successful in **encouraging physical activity**, **promoting nutritional education**, building awareness of the importance of a **healthy lifestyle**, and developing participants' **cognitive**, **physical** and **social skills**.

Key Outcomes (2019)

17 Primary Schools in the Newport & Gwent area impacted, with 936 pupils taking part in the Primary School delivery

2 NCAFC match day activities were hosted in relation to the project, as well as a 1st Team Squad Q&A session at Dragon Park (Welsh National Football Centre)

228 participants attended a half-term holiday camp conducted in relation to the Joy of Moving programme

726 participants from Primary School years 2–6 attended summer holiday festivals (3 festivals delivered in total)



Impact in Action

Joy of Moving Case Study

Mr. Bowen (George Street Primary School, Pontypool)



The **opportunity** that the Joy of Moving project has provided for certain individuals in our classes, who would've never got the opportunity to take part in **activities relating to health and well-being** and access the benefits associated with physical activity, **has been excellent.**

In particular, there are two certain individuals that **the Joy of Moving project has had a great effect on.** Due to behavioural issues, Child A only attends school for three mornings a week. Child B attends school normally, but they also receive one-to-one support from a teaching assistant. During the project's lesson time, **both individuals apply themselves very well and engage with the whole class,** following on into the practical sessions they both usually struggle with team games/activities but **as the project progressed their attitude towards others and the activities changed.**

At the end of the project, both individuals could participate and take charge of certain games by refereeing/taking scores.

Without the access to the project, these two individuals may have never got the opportunity to build their confidence in such social and leadership situations. We feel that **the effect the project has had on changing those attitudes will provide them with a great tool** in regards to socialising and their education.

College Programme

The CITC College Programme has been successful in **recruiting** and **retaining** a number of young learners who have gone on to **successfully complete their education courses**. In addition, the College system has helped learners to **further their playing ambitions** with successful 11-a-side and Futsal games programmes.



Key Outcomes

A retention rate of 98% has been achieved since 2015

Since 2015, 52 learners have completed the BTEC Level 3 – pass rate of 100%. Consequently, the Programme is ranked 1st out of 48 League Clubs in terms of educational results

25 graduates have progressed to study at University

22 students have attended Welsh Under 18 School trials

Success on the pitch has included: EFL National League Futsal Winners 2016/17; and EFL Development League National Winners 2017/18

Impact in Action

College Programme Case Study

Momodou Touray



Ask anyone close to Momodou to describe what makes him stand out and they would reply, **"It's his ambitious and never say die attitude."**

Born in Gambia, raised in Wales, Momodou was attracted to football through the influence of his parents. After being released from the academy aged 16, **he joined the CITC College Programme.**

Representing CITC in both an 11v11 and Futsal games programme, **helped Momodou to progress into the Wales U18 squad**, and ultimately back into the Newport County AFC Academy, where he was offered a **2 year scholarship.**

Momodou continued to impress with his Academy performances, playing a big part in the academy winning the Football League Alliance, which resulted in **call-ups on several occasions to the Wales U19 squad.**

At the end of his 2 year scholarship **Momodou was offered a professional contract** at the club, which was thoroughly deserved due to the hard work and dedication he had put in over the previous 4 years.

In his own words, Momodou **believes his time on the College Programme was extremely beneficial** for his development and would **highly recommend the course** to anyone.



COUNTY IN THE COMMUNITY





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